

**IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE**

U.S. Serial No. 09/917,792)	I hereby certify that this document is being
First Named Inventor: Gould)	deposited electronically with the United
Title: COMPUTERIZED SYSTEM)	States Patent and Trademark Office on this
AND METHOD FOR INCREASING)	date:
THE EFFECTIVENESS OF)	
ADVERTISING)	
Filed: July 31, 2001)	Dated: May 18, 2010
TC/AU: 3688)	
Examiner: Raquel Alvarez)	<u>/Dennis A. Majewski/</u>
Docket No.: 20004/IAG-1)	Dennis A. Majewski
)	Registration No. 65,578
)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

EXAMINER INTERVIEW SUMMARY

Dear Sir:

The undersigned would like to thank Examiner Alvarez for the courtesies extended in a telephonic interview conducted on May 18, 2010.

The Examiner confirmed that the microfiche filed on July 31, 2001 under artifact number 09917792 FA has been considered as part of the file for Patent Application No. 09/917,792. In particular, the Examiner indicated that the microfiche was acceptable as filed with the application on July 31, 2001.

In view of this discussion, the applicants are moving forward with filing a continuation and permitting this application to go abandoned without prejudice.

Respectfully submitted,
HANLEY, FLIGHT & ZIMMERMAN,
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U.S. Serial No. 09/917,792

Response to Office Action Dated November 18, 2009

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May 18, 2010